

Hastings CBD Heritage Inventory Project



A.F. REDGRAVE & CO.



Photo: R Murray, 2012

LOCATION:

Street and Number: 337 Heretaunga Street West

City / Town: Hastings

Region: Hawke's Bay

LEGAL DESCRIPTION:

Legal Description: Lot 4 DP 4760, Lot 1 DP 5082

Certificates of Title (includes Registry): HB51/171 (Lot 4 DP 4760), HBC2/193 (Lot 1 DP 5082)

SUMMARY OF SIGNIFICANCE:

Architectural Value:

Redgrave's building is a typical modest commercial structure of its time. It has some architectural value in its simple Art Nouveau decoration and tall proportions.

Historic Value:

The Redgrave's business has a long association with the Hastings area, operating from 1924 until the late 1980's/early 1990's and a long history of continuous occupation of this building.

Technological Value:

The building survived the 1931 earthquake and its reinforced concrete structure has some technological value as an example of structural design in the period predating the introduction of formal seismic design standards in New Zealand.

HISTORY:

A.F. Redgrave acquired Clarkson's grain, seed and produce business in 1924 which supplied backyard poultry farmers and horse owners. As the use of horses in the borough and back-yard poultry farming declined, Redgrave developed the garden side of the business.¹ Street directories show Redgrave's in Heretaunga Street West's 300 block from at least 1930.²

Local architect Eric Phillips designed a new building for Redgrave some time prior to the 1931 earthquake (the precise date of the building is not presently known, but is assumed to be ca. 1924).³ The new building was constructed of reinforced concrete, which is one of the factors that enabled it to survive the earthquake. However, the (presumably older) grain store situated at the back of the building collapsed and a temporary building was constructed in its place at a cost of £296.⁴ Arthur Redgrave applied to the Rehabilitation Committee for money to rebuild the grain store permanently, and funds were granted for the construction of the £1,049 building, which was completed in early 1932.⁵ It is presumed this store building is the one still extant at the rear of the property. After the earthquake, Phillips went into partnership with H G Davies, to form one of the pre-eminent architectural practices of the period in Hawke's Bay.

The Redgrave's business continued for decades before being sold in 1988. By that time it also included a garden centre on Havelock Road.⁶

Redgrave owned the property up until 1995, when ownership was transferred to Eastbank Holding Limited.⁷ Ownership then changed through a number of hands (including the Wallaces and Prodeal Investments Limited) until the current owners (the Prater Family Trust and Raewyn Christine Rush) obtained the property. The building is presently tenanted by Coin Save.

¹ Stewart and Associates, register item no. 30.

² *Wises Street Directories, 1930-1959-60.*

³ Fowler, F. 2007, *From Disaster to Recovery: the Hastings CBD 1931-35*, Michael Fowler Publishing Limited, Havelock North pp. 169-170

⁴ *Ibid.*

⁵ *Ibid.*

⁶ *Ibid.*

⁷ HBC2/193

PHYSICAL DESCRIPTION:

Architect: Eric Phillips⁸

Builder: Unknown

Date of construction: ca. 1924

Construction details: Single-storied reinforced concrete construction, timber-framed roof covered with corrugated steel, steel windows

Description: Redgrave's building is a compact single-storey structure set in the middle of a block of contemporaneous low-rise buildings. It has a tall stud height and high parapet that distinguishes it from the nearby single-storey buildings.

While nothing of the original building is visible below the stayed verandah (and the subdivision of the shop-front bears no resemblance to the pattern of the original), the upper façade remains in authentic condition. Sparely but effectively decorated, the main features are the three sets of steel windows just above the verandah, the beautifully rendered "A F Redgrave & Co. Ltd." in Art Nouveau relief in the centre of the façade, a small simple cornice above a palmette frieze and a central flagpole⁹.

Inside, the building retains a simple battened ceiling; there are 4 large lay-lights evenly set out in the back part of the building.

ELEMENTS OF ARCHITECTURAL IMPORTANCE:

Element	Significance
Form and detail of the façade above verandah	Townscape, architectural, aesthetic
Verandah	Townscape

MAJOR BIBLIOGRAPHIC REFERENCES:

CT HB C2/193 Lot1 Deposited Plan 5082 and HBW 1/425 Lot1 Deposited Plan 26134

Di Stewart and Associates, *Hastings Central Business District Heritage Study, Volume II – Heritage Register*, 1997, register item no. 30.

Wises Street Directories, 1916 – 1959-60.

Wright, Matthew, *Town and Country: the history of Hastings and District*, Hastings: Hastings District Council, 2001

⁸ Fowler, F. 2007, *From Disaster to Recovery: the Hastings CBD 1931-35*, Michael Fowler Publishing Limited, Havelock North pp. 169-170

⁹ (footnote lost)

A F Redgrave & Co, 337 Heretaunga Street West

Inventory Number: 28; Property ID: 93751; TRIM Reference: 93751#002#0002

Draft Report by Marguerite Hill, 3 August 2007, edit February 2010 by Sarah Akers, updated July 2012 (Cochran & Murray)

OTHER RELEVANT INFORMATION:

NZHPT Register: Not registered

District Plan: The building is not listed as a Heritage Building in the Hastings District Plan, but is located within the Central Character Precinct.

New Zealand Historic Places Act 1993: This site has been identified as a potential archaeological site under Section 2 of the New Zealand Historic Places Act 1993.

ARCHIVE PLAN(S):

Reconstruction of Business Premises Heretaunga St Hastings, for Messrs A.F. Redgrave & Co Ltd, by Davies, Garnett & Phillips, (1932)
 (TRIM Ref: 21010#037)

